

# The Role of the Local Workforce System in Job Creation

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# Agenda

- Role of the Workforce System in Job Creation
- Workforce Investment Strategies to Support Job Creation
- Upcoming Funding Opportunities
- Roles for Locally Elected Officials
- Questions and Discussion



# Role of the Local Workforce System in Job Creation

- WIS complements and enhances job creation by:
  - Investing in workforce development
  - Reducing lag time through job matching services



# Strategies to Support Job Creation

- Identify and address the workforce needs of regionally-significant industry sectors.
- To support industry growth and expansion, the workforce system must:
  - understand the challenges and opportunities facing the targeted sectors;
  - identify and build relationships among stakeholder organizations; and
  - develop and implement short and longer term workforce investment strategies.





# Strategies to Support Job Creation

- Generate, obtain, and share labor market information to support informed decision making
- Engage in routine strategic planning
- Deliver services proactively
- Take a strong dual customer approach
- Employ service strategies such as
  - Reemployment Services
  - On-the-job training
  - Summer youth employment
- Support attainment of employer/industry recognized credential



# Workforce Information Drives Strategic Workforce Investment

- To support data-drive decision making, the local system needs:
  - Access to good data;
  - Resources to convert data into actionable information; and
  - Ability and willingness to share information with stakeholders.



# Develop Regional Perspectives and Strong Business Partnerships

- Job creation and economic development happens on a regional scale.
- Local WIS must learn to think and partner beyond its defined borders.
- Leadership of locally elected officials and support of state workforce system are essential to regional collaboration.





# Engage in Short and Long-Term Strategic Planning

- Workforce information translated into action through substantive and regular strategic planning process.
- Continuous planning allows the local WIS to respond quickly to changes in the regional economy.





# Deliver Services Proactively with a Dual Customer Approach

- Leverage regional partnerships to identify economic shifts.
- Design service delivery strategies that can anticipate and respond to changing needs.
- Balance services to employers and workers.



# Support Credential Attainment

- A more focused effort on training and credentialing can buoy growing sectors of the economy.
- Strategies to support credential attainment:
  - Increase the number of WIA and TAA participants enrolled in credential-issuing programs;
  - Leverage resources to support persistence in and completion of credential-granting programs;
  - Help customers seeking training to invest their funds and time in programs that will lead to industry-recognized credentials that will be in demand in the regional labor market; and
  - Check on the requirements and value of specific industry-recognized certifications in demand in the local labor market.



# Reemployment Services

- Examples of Reemployment Services to support job growth:
  - Improving career counseling for unemployed workers;
  - Improving job matching;
  - Sharing information about unemployed workers with economic development entities;
  - Mapping the skills of common occupations in declining industries with occupations expected to grow;
  - Helping community colleges develop targeted training programs that help workers quickly bridge skill gaps; and
  - Supporting entrepreneurship training.





# On-the-Job Training

- Announcing OJT National Emergency Grants for States.
- NEGs will fund projects that support:
  1. Creation of new work-based training opportunities;
  2. Use of OJT to place dislocated workers into these newly-created positions;
  3. Development and implementation of OJT agreements for employers, participants and local agencies;
  4. Support services, as appropriate, for employers and participants; and,
  5. OJT follow-up, including placement services as necessary.





# Summer Youth Employment

- The \$1.2 billion Recovery Act youth formula funds provided subsidized work opportunities to over 317,900 low-income youth during the summer of 2009.
- Strategies to support summer youth employment in 2010:
  - Use remaining ARRA funds or TANF funds; and
  - Leverage state, local, philanthropic, or private sector donations.



# Upcoming Funding Opportunities

- Community Based Job Training Grants
  - Closes April 29, 2010
- New Grants to Community Colleges
  - \$2 billion over 4 years; annual grant competition



# Roles for Locally Elected Officials

- Build a strong Local Workforce Investment Board.
- Support cross-system networking and partnerships.
- Support regional partnerships.
- Create productive working relationships with state agencies to benefit local workforce.



# Questions and Discussion

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